

European Association of Aerial Surveying Industries Appoints Secretary-General



The European Association of Aerial Surveying Industries (EAASI) has appointed Marcos Martínez-Fernández as secretary-general. EAASI was officially launched last year to bring together companies involved in the generation of geographic data from manned aerial platforms, and it has grown rapidly ever since. This appointment represents the next stage in the association's future as Marcos Martínez-Fernández will manage both day-to-day and strategic business operations.

"The aerial imaging market is rapidly evolving and dynamically responding to the challenges being faced by business, government and the third sector as a result of the global pandemic," commented Simon Musäus, president of [EAASI](#). "As a relatively new industry organization we realized that in order to truly represent our members we needed

to take our association management to the next level."

The crucial role of aerial mapping

"We are therefore delighted to welcome Marcos to the position of Secretary-General," Musäus continued. "An experienced business professional with many years' experience in the field of geoinformation Marcos will support the existing board whilst taking the lead in matters of strategic and operational planning, financial management and communication."

Marcos Martínez-Fernández has a proven track record of more than fourteen years' of international aerial survey projects. He has managed projects in South America, India and the Middle East, Europe, West Africa and the US, and has worked with organizations including the World Bank and the Inter-American Development Bank as well as national governments and international agencies.

"I am delighted to be joining EAASI at such a relevant time," added Marcos Martínez-Fernández. "Earth observation and in particular aerial mapping has a crucial role in delivering up-to-date and accurate data to inform decision making and I am excited to be championing this resource in Europe."

EAASI was incorporated in 2019 and represents organizations in the European aerial surveying market. With the global aerial imaging market predicted to reach more than 2.8 billion dollars by 2022, EAASI aims to promote the benefits of aerial surveying, improve awareness of aerial survey data and maintain and promote best practice within the industry.